



Home About Us Membership Events Growers Services News Contact Best Practice Media Supply Chain Directory Services Login



## News

[Full News List](#)

### Improving Avocado Quality; With a Little Help from Alvin Avocado - 21/06/2010

Last week the Australian avocado industry debuted their new mascot; Alvin Avocado. Avocados Australia, in partnership with Agri Science Queensland (DEEDI), have developed and released a set of supply chain education materials and handling guides to ensure that the excellent quality of avocados is maintained from the packing shed right through to the retail floor.

Avocado growers are making large and key investments in improving the quality of avocados for consumers. Extensive consumer research has been conducted to determine quality levels which provide an acceptable eating experience. Eighty five per cent of consumers indicated that they prefer to buy avocados at a level of ripeness that they can eat that evening, and that any quality defects to more than 10% of the overall flesh would influence future purchasing decisions.

Because of the close relationship between level of ripeness and susceptibility to damage, the first piece of material produced was an 'Avocado Colour & Ripeness Chart'. This chart is a tool to better identify the different levels of avocado ripeness both by colour and firmness.

Following on from this, handling guides for the different levels of ripeness were also developed for the packhouse, wholesale and retail sectors. These posters were designed to ensure that from the packhouse to the retail floor, avocados are handled correctly and therefore damage is minimised.



Retail Handling Guide for Avocados

In conjunction with the handling guides 'The Little Green Book' was developed, featuring Alvin Avocado as the main character. Alvin talks about how he and his other avocado friends came to Australia, as well giving an entertaining account of an avocados journey through the supply chain. The book has been designed to give everyone in the supply chain an indication of how their treatment of avocados will impact on the end quality of the product.

All education material is free to view and available now in the Industry section of the Avocados Australia website ([www.avocado.org.au](http://www.avocado.org.au)).

#### For further comment please contact:

Joanna Embry - Program Manager  
M: 0438 113 007, E: [j.embry@avocado.org.au](mailto:j.embry@avocado.org.au)

Antony Allen - CEO, Avocados Australia  
M: 0438 132 477, E: [ceo@avocado.org.au](mailto:ceo@avocado.org.au)

Courtney Vane - Communications Officer  
P: 07 3846 6566, M: 0488 384 222, E: [co@avocado.org.au](mailto:co@avocado.org.au)

- ENDS -

Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with associated businesses and industry people.

Avocados Australia seeks to work with all parts of the chain from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers. As part of this continual improvement we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian Avocado industry comprises 1100 growers across the country and produces 49,500 tonnes of Avocados each year worth **\$AUD140 million at farm gate and \$380 million at retail level**. Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

